

Message Text

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PAGE 01 ABIDJA 08541 141806Z

13

ACTION AF-08

INFO OCT-01 ISO-00 EB-07 /016 W
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R 141224Z SEP 76
FM AMEMBASSY ABIDJAN
TO SECSTATE WASHDC 149
INFO AMEMBASSY MONROVIA

UNCLAS ABIDJAN 8541

PASS SMALL BUSINESS ADMINISTRATION

E.O. 11652: N/A
TAGS: OTRA, XA
SUBJ: VISIT OF SMALL BUSINESS ADMINISTRATION ASSOCIATE ADMINIS-
TRATOR

REF: STATE 202345

1. SBA ASSOCIATE ADMINISTRATOR C. MACK HIGGINS VISITED ABIDJAN SEPTEMBER 10-13 AS PART OF AFRICAN TOUR AIMED AT EXPLORING POSSIBILITIES FOR AFRICAN-AMERICAN SMALL BUSINESS COOPERATION. IN ABIDJAN, HE MET WITH (1) VOUZON ZADI CELESTIN, DIRECTOR OF OPERATIONS, NATIONAL OFFICE FOR THE PROMOTION OF IVORIAN ENTERPRISE, GOIC MINISTRY OF PLAN; (2) ROBERT GATTIE, OF THE AID-FINANCED AID PROJECT FOR AFRICAN ENTERPRISE ADMINISTERED BY THE WEST AFRICAN CONSEIL DE L'ENTENTE; (3) JOSEPH E. PEGUES, DIRECTOR OF CITIBANK'S ABIDJAN BRANCH.
 2. HIGGINS STRESSED THE POTENTIAL MUTUAL BENEFITS OF INCREASED COOPERATION, PERHAPS IN THE FORM OF JOINT VENTURES, BETWEEN SMALL ENTERPRISES IN THE U.S. AND AFRICA.
 3. THE RESPONSE TO THIS APPROACH WAS QUITE FAVORABLE. IN PARTICULAR, GATTIE INDICATED THAT THERE WERE QUITE A NUMBER OF SMALL BUSINESSMEN PARTICIPATING IN HIS PROGRAM IN THE ENTENTE COUNTRIES (IVORY COAST, TOGO, BENIN, UPPER VOLTA, NIGER) WHO WOULD BE INTERESTED IN EXPANDING CONTACTS WITH AMERICANS. HE RECOMMENDED STRONGLY THAT BUSINESSMEN IN IVORY COAST AND OTHER
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ENTENTE COUNTRIES BE INCLUDED IN ANY ONGOING SBA PROGRAM IN

THIS AREA.

COOKE

NOTE BY OC/T:NOT PASSED ABOVE ADDRESSEE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976ABIDJA08541
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760347-0433
From: ABIDJAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760965/aaaaccyw.tel
Line Count: 64
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 202345
Review Action: RELEASED, APPROVED
Review Authority: vandyklc
Review Comment: n/a
Review Content Flags:
Review Date: 18 MAR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 MAR 2004 by MaustMC>; APPROVED <23 AUG 2004 by vandyklc>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: VISIT OF SMALL BUSINESS ADMINISTRATION ASSOCIATE ADMINIS- TRATOR
TAGS: OTRA, XA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006